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PRODUCT, CX AND UX STRATEGY | RESEARCH, INSIGHTS AND OPERATIONS

Professional summary

Customer experience and product leader with almost two decades across UX strategy, research, product discovery, digital analytics, journey optimisation and cross-functional transformation. I identify where customers, users and teams struggle, stop or fail in complex digital journeys, then connect qualitative evidence, behavioural data and operational realities to clearer product decisions. Experience spans regulated fintech, enterprise platforms, healthcare IT, mobility, B2B SaaS and telecom.

Core strengths

Experience and growth	Research and insights	Leadership and operations
Customer journeys, onboarding, activation, conversion, service design, experimentation and experience measurement	Mixed-methods research, behavioural analytics, funnel analysis, customer insight, journey KPIs and synthesis	Product discovery, UX strategy, cross-functional leadership, design systems, product operations and AI-assisted workflows

Selected impact

10 to 3 min	3x	+50%
regulated fintech onboarding	successful activations	validation success
-80%	3.5 to 4.2	3.8 to 4.8
human-error-related drop	Android app rating	iOS app rating

Experience

Onboarding Portal CX Lead

Tradu, Berlin | Jul 2025 to Jan 2026

Led research-informed improvement of regulated registration, verification and activation journeys across Product, Engineering, Compliance, Legal, Operations and UX. Combined behavioural data, customer-error patterns, operational feedback and qualitative evidence to diagnose abandonment. Reduced onboarding from about 10 to 3 minutes, helped triple successful activations, increased validation success by 50% and reduced human-error-related drop by 80%.

Lead of Communications, Branding and Marketing Data Insights and UX

Schindler Group, Berlin | May 2023 to Dec 2024

Led global customer and marketing insights, digital analytics and UX strategy. Built KPI and reporting frameworks connecting product usage, customer behaviour, regional feedback and market signals to executive and product decisions. Established scalable analytics and AI-assisted synthesis practices across distributed teams. Public description intentionally excludes proprietary product evidence.

Experience continued

Lead, Customer Portals and UX

Schindler Group, Berlin | Aug 2020 to May 2023

Led UX strategy, product discovery, research, prototyping, usability validation and journey measurement across complex B2B portals, configurators and service workflows. Built a global UX framework, research structures, governance practices and a dual-brand Figma atomic design system. Improved decision support, platform adoption and cross-functional delivery while keeping proprietary product evidence confidential.

Lead UX Researcher

EMnify, Berlin | Feb to Aug 2020

Led product discovery and onboarding research for a technical B2B SaaS and IoT-connectivity platform. Investigated setup, configuration workflows, dashboards, APIs, documentation and first-value recognition. Connected interviews, usability evidence and behavioural signals to product prioritisation with Product and Engineering.

Head of UX Research

Circ, Berlin | Aug to Dec 2019

Built the UX Research function from scratch during rapid consumer-mobility growth. Led research across acquisition, onboarding, booking, payment, trust, support and repeat usage. Developed behavioural profiles and repeatable evidence practices that informed product, design and marketing decisions and supported Android rating growth from 3.5 to 4.2 and iOS from 3.8 to 4.8.

Team Lead, User Quality and Techlab

Medneo, Berlin | Jan 2018 to Jul 2019

Led workflow research, usability evaluation, prototyping and product-quality initiatives for regulated healthcare IT. Designed and validated workflows spanning patient, clinical, operational and technical needs. Managed and coached a multidisciplinary team while translating user evidence into product and operational recommendations.

Researcher and Lead Project Manager

Telekom Innovation Laboratories and TU Berlin | Feb 2010 to Nov 2016

Led international mixed-method research into technology acceptance, satisfaction, adoption, continued usage and service abandonment. Designed interviews, surveys, controlled studies and experiments using conjoint analysis, regression, ANOVA, SPSS and R. Conducted research across six continents, produced seven peer-reviewed publications and contributed to an ITU-T recommendation.

Earlier experience

Project Manager and IT Innovation Management | Segnant Technologies | Panama, USA and India | Jan to Aug 2008

CTO | Taller Alfredo | Panama | Jan 2004 to Apr 2008

Senior Technical Support Supervisor | Dell | Panama and USA | 2002 to 2004

Education and credentials

Education	Certifications
PhD Candidate, Computer and Information Sciences, Technische Universitaet Berlin. Research, publications and project work completed; thesis not formally completed. MSc, Information Systems Security MSc, Management of Information Technology Centres BEng, Information Technology	Google Advanced Data Analytics NN/g Certified UX Manager Agile Product Owner Agile Product Management Foundations

Capabilities tools and languages

Product and research: Product discovery, interviews, usability testing, surveys, journey mapping, prototyping, workshop facilitation and experimentation.

Analytics: Power BI, Adobe Analytics, Google Analytics, Hotjar, SPSS, R, Python, practical SQL, journey KPIs and funnel analysis.

AI and collaboration: Figma, Miro, cross-functional leadership, research operations, design systems and AI-assisted synthesis, analysis and documentation.

Languages: Spanish native | English C1 professional fluency | German B1 certified, practical intermediate.

Authorized to work in Germany without sponsorship | Available immediately or at short notice